

Base Ball at Louisville

Local Fans Have Meeting and
Decide to Maintain Team.

Pursuant to call a base ball meeting was held Wednesday evening to determine whether or not Louisville should have a ball team this year, and the enthusiastic bunch that was present voted that we should not only have a ball team but one of the best in this section of the state.

J. W. Waldron was elected as local manager, F. H. Nichols treasurer and Harry Swartz captain. C. A. Riehey has agreed to furnish the lumber to erect an amphitheater and let the gate receipts pay the bill. Work on the grounds has already begun and will be pushed rapidly.

A base ball game is worth the money. The amount a man pays to see a good clean athletic game which keeps the body outdoors in the fresh air for a few hours and takes his mind away from the worries of business is not to be regretted. It is the best money he ever spent and the cheapest doctor bill he ever paid.

We have a theory that the reason that so many more women than men are invalids is because so few women are base ball fiends. No woman should miss a game, and every little girl should be taught to love base ball.

It is understood the managers will conduct good, clean games this season and not permit vulgar language or swearing used on the grounds. The first game will be played here May 1.—*Courier*.

TROLLY OFF AGAIN.

The biggest fraud ever perpetrated upon the American people is the pending tariff revision. As usual the consumers are entirely ignored as well as the wage earners. And the farmer, poor fellow, he isn't in the game. A pretense for protection of his interests is made, but he will never realize one cent out of it. He is an exporter instead of an importer, and therefore protection cannot possibly benefit him. But the proposed tariff tinkers have prepared loads of chaff to be thrown into the eyes of the farmers, and as strange as it may seem, thousands of them are standing with eyes wide open inviting the throwing. The new revised tariff will benefit no one except the "interests" that have grown fat under the vicious system of high protective laws. But that is what the people voted for and they should not be disappointed.—*Plattsmouth Journal*.

The above editorial is absolutely silly. No, no, "Kunnel" the farmers are not as ignorant and silly as you assume they are, when you say, "And the farmer, poor fellow, he isn't in the game. A pretense for protection of his interests is made, but he will never realize one cent out of it." No, no, "Kunnel," the farmer is not as ignorant and silly as you charge him with being. He is a reader, and more than that he reads intelligently and he is capable of discriminating the good from the rot you dish up. The farmer remembers that from 1893 to 1896 the Wilson-Gorman Tariff law was upon the national statutes and placed there by a democratic congress. The farmer also remembers that under your kind of tariff he was forced to sell his corn at from 15 cents to 20 cents per bushel, and his wheat at from 50 cents to 60 cents per bushel. The farmer also remembers that in 1897 the Dingley Protective Tariff law was passed by a republican congress and almost immediately the price of farm products began to rise, and that from that day to this he has been selling his corn at from 40 cents to 70 cents per bushel and his wheat from 70 cents to \$1.10 per bushel. If you mean, "Kunnel" that kind of chaff is to be continued to be thrown in the eyes of the farmers then can the "poor fellows" be blamed for thousands of them standing with eyes wide open inviting the throwing? Nor can the farmer be blamed if he continues to whisper to the tariff man to just keep right on throwing the same kind of chaff for another decade? No, "Kunnel," the farmer is not as ignorant as you accuse being by writing such rot.

Biscuit Buyers' Luck



Sold only in
Moisture Proof
Packages

Buying soda crackers that are not **Uneeda Biscuit** is buying by guess-work and trusting to luck. To be sure of good luck and good baking, buy no soda crackers but

Uneeda Biscuit

NATIONAL BISCUIT COMPANY

SOUVENIR DAY

In order to get acquainted with as many of our patrons as possible, in as short a time as possible, we have decided to hold a formal opening on

SATURDAY, MAY 1

MAY DAY

at which time every lady caller at our store will be presented with a souvenir Japanese fan. This is a handsome article, silk covered, assorted floral decorations silver bound edge, black enamel stick, cord and tassel.

We carry one of the finest racket stocks to be found in this part of Nebraska, as well as books, periodicals and stationery, and we feel sure if you will call once and get acquainted you will call again. To the old patrons of W. C. Irwin & Co., we extend a cordial invitation to call and get acquainted with the new management, and the same invitation is extended to the people of Cass county generally.

Successors to
W. C. IRWIN & CO.

J. W. Larkin & Co.

Among the Advertisers

Some Pertinent Comment on the
Business Talks of Plattsmouth's Merchants.

The NEWS-HERALD takes a great deal of pride in its advertising columns. Not only because this feature of the business is depended on for a considerable portion of the income of the office, but the advertising columns of a newspaper are generally and quite rightly regarded as an index to the character of the business of the city. Upon glancing over the local paper the newcomer or the casual visitor will form a conception of the business importance of a city. If the paper be tastily gotten up and the advertisements show that care and painstaking effort have been exercised in their preparation, the effect on the reader is wholesome.

Business methods are constantly changing. To be successful you must keep abreast of the times. Newspaper space is not a luxury—it is a necessity. Look about you—who are the successful business men? Invariably the advertisers stand foremost in the business community. But newspaper space alone will not turn the trick. Intelligent thought must be given to the preparation of the copy. The whole efficacy of the mail order houses lies in their advertising. They offer no better goods, nor are their prices lower,—but they do know how to advertise. Numerous Plattsmouth business men sell numerous articles at a less price that is made by any mail order house.

Among our new advertisers may be mentioned Mr. M. E. Manspecker. He has the agency for J. I. Case machinery and has recently closed a contract with this paper for sixteen hundred and eighty inches of space to advertise it during the next five months. His initial announcement appeared last Thursday and his second today. Mr. Manspecker has advanced ideas along advertising lines, and a careful perusal of his business talks will certainly induce prospective machinery purchasers to see him.

Soennichsen, the grocer, is another who is taking advanced ground on the publicity question. Paying advertising bills is just like paying rent bills—it doesn't matter so much how much you pay if you get the returns. And certainly the mail order houses have demonstrated the soundness of this position. Mr. Soennichsen conducts a really excellent grocery store, and the proper kind of advertising will greatly increase his sales.

PERSONAL.

George Woods was over from Louisville Saturday.

Herman Kupke of Murdock was in the city Saturday.

Mark Furlong of Rock Bluffs was shopping here Saturday.

Master Mechanic Baird's wife and son are visiting in Lincoln.

Miss Mary Baker has gone to Mascot, Neb., to spend the summer.

Gus. Kroecklow of Manley was a county seat visitor Saturday.

Henry Meisinger of Cedar Creek was a Plattsmouth visitor Saturday.

McGinnis Churchill of Murray was a business visitor in the city Friday.

Mrs. George Perry was visiting in Lincoln the latter part of the week.

Mrs. H. M. Soennichsen is visiting relatives and friends in Scribner, Neb.

Mrs. O. M. Streight has gone to Wilber, Neb., for a short visit with relatives.

Mathew Q. McQuinn and wife of Union were transacting business here Friday.

Miss Minnie Vroman has gone to Sheridan, Wyo., for a visit with her brother.

A marriage license was issued to William Steinhoff and Miss Lena Buckman of Avoca, Neb. The wedding will take place at the home of the bride's father, Fred Buckman, on Wednesday, April 28.

ANY LADY—Can easily make from \$18.00 to \$25 per week working for me quietly in her own home locality. This is a bonafide offer—one which will pay you to investigate, even if you can only spare two hours per day. No investment required. Turn your spare time into money. Write me at once for particulars. Address Harriet M. Richards, Box 30, Woman's Building, Joliet, Illinois. 95-2

Note
to
Housecleaners

MURESCO

This is absolutely the best calcimine preparation on the market today for wall and ceiling decoration and cheaper than paint—easily applied. Better color effects, more lasting, as well as less expensive than wall paper.

50c PACKAGE 50c

F. G.
FRICKE
& CO.